

Supplemental Environmental Project (SEP) Report Card		“No Drugs Down The Drain” Educational Radio Ad Campaign	
Regional Water Board	Region 8 – Santa Ana	OUTCOMES: <input checked="" type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory	
Total Project Cost	\$74,525		
SEP Funding	\$74,525		
Approval Date	3/8/2013		
Project Category	Education		

Summary

The Elsinore Valley Municipal Water District paid their SEP to the Water Education Foundation (WEF) to develop, coordinate, and implement a "No Drugs Down the Drain" educational radio ad campaign to educate citizens about keeping pharmaceuticals out of the water supply. The campaign was run in several southern California counties, including Los Angeles, Orange, Riverside and San Bernardino.

Building on the success of the existing “No Drugs Down the Drain” website and public outreach program, the Foundation focused its efforts on educating people on the problems associated with flushing their unused or expired drugs into the sewer system. In an entertaining and engaging radio ad campaign, they educated citizens about the importance of keeping their drugs out of municipal sewers, and where they can go for more information on programs and services in their communities.

One can still listen to the advertisements as they are posted on the WEF website (see link to the right):



Primary Radio Ad Campaign Area



Water Quality Outcomes

- Specific outcomes for these types of projects are difficult to measure without expenditure of additional resources.
- Recorded advertisements are posted on the WEF website at: <http://www.watereducation.org/post/no-drugs-down-drain-radio-campaign>